Don Lapre's

WHAT & WHERE TO SELL

US 101

ON THE INTERNET

How to find your place on the Information Superhighway!

Fourth Edition

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New Strategies

TABLE OF CONTENTS

INTRODUCTION

Introduction

What Should I Sell?

An obvious question when considering selling goods and services on-line is: What and Where to sell?

The answer is quite simple in that any good or service that is currently sold in most retail or wholesale markets in the physical world, may be eligible to be sold effectively in cyberspace. An example of this would be a company like FedEx. Their on-line venture has been very successful. They placed their package tracking software on-line as UPS so that customers can track their own packages. Instead of going through phone loops of options and being placed on hold, one can now go on-line and within about 60 seconds know if FedEx shipped or not.

The most important thing to consider when deciding upon an on-line business is the utility of your offer —"does your offer provide convenience to the consumer." On-line users are not necessarily going on-line with their credit cards in hand and looking for things to buy. They are on-line to find information and, with over 100 million people on-line globally, it's safe to assume that the topics they are searching vary greatly. If, from your offer, users can determine that your good or service will provide them with the necessary functions or specifications they are looking for, then you have the opportunity to sell them.

With your offers, remember to always be informative. Get to the point in your offer and give all the necessary details so that potential customers can make informed buying decisions. Your audience, according to the latest Nielson statistics, are mostly college educated upper income individuals. They are also mostly male. So, when you create your offers, be sure to keep this in mind. This is not to say that you should rush out and try to use "big words" in your offers to impress, sell only higher ticket goods and services, or only goods and services that men would use. Rather you should research and test as with any audience, to find successful ways to sell them your product. Remember, the Internet's growth is doubling every 100 days!

Start by looking at the way others are selling on-line and what they are selling. Just go to any search engine, enter your topic, and take a look at what your competitors are doing. A good example of a service that has proven successful in the past in the physical world and that can be marketed in cyberspace is 900 programs. Entertainment crosses all income, age, sex and race barriers. Almost everyone, at some time or another, seeks some form of entertainment. 900 programs are forms of entertainment and, if promoted properly, have the potential of being successful on the Internet. Our company has turn-key programs already set-up so that you can advertise on the Internet to over 50 million people worldwide. The only thing you do is advertise to receive a check each and every week for all the calls that your extensions generate. For more information on setting up your own 900 business, please call 1-800-800-2451 to speak to one of our account executives.

With any good or service that you choose to advertise on-line, remember to consider all the possible places to advertise. This manual will go through all the specifics on what to consider selling on-line, where to consider selling and how to set up an advertising strategy that will make your offers appealing and provide you with the greatest opportunity for response. Be sure to take notes on the two examples of an on-line start-up business that we give you.

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FIGURING OUT WHAT AND WHERE TO SELL ON-LINE

ATTENTION!

Don Lapre is looking for incredible products and services to market on the Internet.

Fax your proposals

Attention: WebIdeas

(602) 453-1222

Figuring Out What and Where To Sell On-Line

Netiquette -
The art of asking permission to communicate on-line

Finding products to sell on-line?

Buying and selling on-line

On-line auctions - pennies on the dollar

An example of a start-up on-line business

What should I sell on-line?

Where should I sell on-line?

Developing an effective on-line marketing strategy

Netiquette

Netiquette is the art of asking permission to communicate with someone on-line. It is a common courtesy that on-line users extend to one another. Internet usage is restricted by bandwidth and server space. When a person sends electronic messages, large text files or graphics, you are literally taking up valuable storage and operating space on that individual's system.

When on-line users receive unsolicited advertising messages or junk e-mail they become upset. The inflammatory messages they send to the sender are known as "flames." There are basically three ways to look at "flames:"

1) You really got somebody mad.
2) You really got somebody mad, but at least you're getting responses.
3) You really got somebody mad, its great you're getting responses and there has to be a better way to get responses without getting the flames.

Perhaps the best way to look at flames is number three. Response in any advertising campaign is one of the most important things. Without response there is no campaign. When your response is high in a campaign but sales are low, you need to change your pitch (offer or presentation of offer)—not the ad. Conversely, if your sales rate is high, but your response rate is low, you need to change your ad. It is the balance of both a high response rate and high sales rate that determine whether a campaign is successful or not. This goes for the Internet, on-line services, a magazine or newspaper ad.

There is no sure-fire way to completely eliminate flames. However, to minimize them, consider asking permission before soliciting someone on sending information about what you're selling. Keep this initial correspondence short and to the point. Most permission solicitations go something like this:

Please pardon the e-mail intrusion. If you are not interested in more information about our product (or service) please do not respond and we will never bother you again.

Our company is selling the world's best stun guns. One million volts of electricity, able to zap out a whole city. Protect yourself and family today! For full details e-mail us at bigzap@gotuman.com.

Sincerely,

The Zapper

or

Please pardon the e-mail intrusion. We are not on the Internet to burden you with unsolicited advertising solicitations and, if we have offended you in any way, we do sincerely apologize. To be removed from our list please e-mail us back with "remove" in the "Subject:" field.

Our point is brief. We would like to acquaint you with our affordable security products that can help to protect you and your family. May we please have permission to e-mail you some brief materials about our company and our Internet site which features home and auto security tips?

Sincerely,

The Zapper

If you will notice the first message is very informal, the second very formal, and both cover two very important points: 1) an apology for electronic mail contact without permission; 2) a way to permanently discontinue contact. Notice also that a brief description was slipped in about what was offered.

The most important thing to remember with Netiquette is that you must ask for permission to contact and provide a way to those who you are corresponding with to cease messages from you. On-line users, especially Internet users, are very sensitive as to what is being sent to them. Commercial users are only a couple years old on the Internet, and the veteran users are used to having this "playground" free of those who will bombard them with advertising messages. Most users are learning to live with commercial usage. However, unlike television or radio these users want and demand the right to control how and what is advertised to them.

This is a battle that I guarantee Internet users will lose. Yahoo held out for years before charging for their service or allowing advertisers on their site. While their service is still free, they now have dozens of advertisers paying millions per month !

Until things change on the Internet and make your marketing life on-line easier, be sure to ask the permission of the person you are soliciting before you present your entire offer to them. Also be sure to check out the FAQ (Frequently Asked Questions) of a newsgroup or mailing list before you start participating in their discussions. Remember the basic rules for placing ads in your Making Money Package. The ad is not the place to sell the customer. It only gets their attention and leads them to your offer which is the place to sell them.

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Finding Products
to Sell On-Line?

Any product or service can be sold on-line. In your Small Ads, Big Profits and Buying and Selling manuals there are sections dedicated to showing you how to find things to sell for profit. However, one of the best places to find something to sell on-line is actually on-line. In the next few sections, we will talk about buying and selling on the Internet and at auctions.

Before going into those sections, you should consider re-reading your Making Money Package manuals, especially the sections in the Small Ads, Big Profits manual that cover how to sell information. The one thing that everyone on-line searches for is information. In this "age of information," people want the ability to access information about any subject imaginable. If you can put together information-type products, the Internet should be your own personal heaven. You can literally create books or manuals and sell them on-line.

You can actually have people come to your Internet site and download your entire book and pay for it right there on-line. One of the most important things to remember when you are developing an Internet site is that your site is just like an actual mall or store. People come into your Internet site just like a store and look at what you have to sell. If they choose to buy, they can take that item up to the front counter and pay. The same is true on the Internet!

Visitors come to your site and see what you have to offer. If they want to buy, they can actually do so on-line! With information based-products like books, they can actually take possession of the product on-line by one of three ways:

1) They can download it.

2) They can e-mail to what is called a autoresponder and have the product or information sent back to them in a matter of seconds.

3) They can e-mail their order to you.

Information-type products are probably the easiest to market on-line. They are easy to create and easy to get to the consumer, they are not the only products that you can sell on-line. As mentioned earlier, you can sell any product or service on-line. Most companies and on-line businesses look at the Internet and on-line services as being another profit stream to their business.

Anything from accounting services and baby-sitting to airplanes and rocket fuel can be sold on-line. Whether you are selling real estate or widgets, join mailing lists and newsgroups and consider creating a homepage or website. Remember that no matter which way you decide to market your business on the Internet you should consider using all the options available to you. Especially those that cost little or no money.

LET DON HELP

YOU PUT A
BUSINESS ON-LINE!

1-800-800-2451

COMING SOON!

DON'S INCREDIBLE INTERNET MALL!

**FAX Attention: Web Dept.
FOR DETAILS!**

(602) 453-1222

Buying and Selling

One thing that is very easy to do on-line is buy and sell. As a matter of fact, you can actually find people who are looking for items to buy on-line. Then you can actually find the items that those people are looking for on-line to sell to them! You can do this best on the Internet, but it also works on on-line services. There are literally thousands of places on the Internet to do this. The best place to start is UseNet. You can find thousands of articles in various newsgroups posted by users looking to buy and sell goods and services.

Another place that you will definitely want to check when searching the Internet for items to buy and sell, are the search engines. Just go to any that are listed at http://www.incredibleproductsmall.com/superlinks when you are on the Internet and enter "buying and selling" in your search. You will immediately get back hundreds of sites offering goods for sale and people looking to buy goods. You can even make your search very specific narrowing down the number of sites to the ones that are most comparable to what you are looking for by entering in exactly what you are looking to buy and sell. It could be anything from baby cribs to cameras!

You will definitely want to make sure you get to know the e-mail program that your ISP provides to you with your Internet account. Their are many good e-mail programs out there, but our favorite is Eudora (http://www.eudora.com) and their latest version EudoraPro. This mailing program is of great use to anyone looking to market on the Internet. E-mailing to a database of people may sound like it may be hard to do, but your e-mail program will explain to you exactly how to do it! Along with e-mail and possibly building your own Internet site through your local ISP, you might find that buying and selling on the Internet could end up being a nice part-time or full-time income.

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On-Line Internet Auctions- Pennies on the Dollar!

There are many sites on the Internet that feature on-line auctions where you can bid on items and pay for them on-line. Many feature photographs of the items being auctioned and even take items on consignment. The items can be just about anything imaginable. Again, search UseNet and NewsGroup articles for on-line auction events and happenings. Also be sure to subscribe to auction mailing lists.

Word of mouth is one of the quickest ways to find out about things on the Internet. Remember, mailing lists are made up of people who subscribe to a certain moderators list because they are interested in finding and obtaining information on the list's subject. With any of the things you are shown how to do in this book, be sure to develop relationships with other on-line users. You will be amazed at what you can learn from others. You will find that the articles you receive from members can be quite informative.

Auctions can be held just about anywhere on-line. Many auctions may be held in the chat rooms of many sites. Research auctions held on major on-line services and the Internet. They can be in real time, where people actually enter bids directly into the computer and compete against each other or it could also be set up passively, where the users post bids and have a designated cut-off time and the winner is announced by a posting on the site.

Be sure to use the information in your Diversify for Success manual in your Making Money Package to help you gain the skills necessary to participate in an auction. Remember, when and if you do attend on-line auctions, do not get caught up in the auction bidding fever and be sure to read the FAQ (Frequently Asked Questions) posted on the auction's main menu when you enter the site's homepage. You will also want to know all the rules and regulations of that auction so that you can bid with confidence and know what to expect. Remember, you are buying items to resell and hopefully make a profit—so buy smart!

One word of caution in regards to on-line auctions: be careful. Do whatever it takes to feel comfortable before you pay for a good or service on the Internet. You are generally safe if you are paying for something with a credit card and encrypted software is used. Encryption software converts numbers or text to symbols so that someone cannot steal your account information. The site owner's software will let you know that the credit card or checking account information that you are entering is being encrypted as you enter it. Netscape browsers let you know when it is safe to use your credit card.

The best way to tell if your transaction is secure is to notice whether or not the form that comes up on screen converts your numbers to asterisks(*) as you punch them in. If not, you should not proceed with the transaction because, at that point, it is too easy for a hacker (one who gets into computer systems without authorization) to steal your credit card number. The biggest thing to remember is that even the best security system can be breached by a hacker if he or she wants your credit card information badly enough. We were recently at an Internet seminar where the lecturer stated that you had a greater chance of owning France or getting struck by lightning than getting your credit card number stolen on the Internet and, to date, we have not heard of one person whose credit card number has been stolen on the Internet!

DON'S ON-LINE SERVICE
HAS OVER 200 LINKS
TO INCREDIBLE
ON-LINE AUCTIONS!

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Examples of a Start-Up On-Line Businesses

EXAMPLE #1

Because of the thousands of Internet businesses that you could start right out of your own home we chose to show you one that to our knowledge doesn't exist. Whether it exists or not really doesn't matter because, with this illustration, it will be apparent to you exactly how it could. Especially when you consider the Internet could be looked at as millions of pieces or as one big piece.

In this example of a start-up Internet business, we will brainstorm together to come up with a business that we could start with very little money and time. When thinking of different businesses that you could do on the Internet, start by researching and exploring places and things to do on the Internet. It is through doing this that you will become more familiar as to how the Internet functions and what resources are available to you there.

In this example, we will take some of the components that are on the Internet and use them to form a business like you would use ingredients in a recipe. In this example, we will use three major things:

1) **The Business Commerce Daily** which is also on-line and that you can use for free. A copy is available at: www.incredibleproductsmall.com/superlinks

2) **The Thomas Register** which is on-line and that you can use for free. The Thomas Register site is at: www.incredibleproductsmall.com/superlinks

3) **E-mail**

The Business Commerce Daily is a government publication that lists goods and services that the federal government wishes to purchase. The government is the country's largest purchaser of goods and services. As a matter fact, this publication gives detailed information on what the government needs to buy--from toilet paper and light bulbs, to cars and airplanes.

Once you have all the details about what the government needs, you could then go to The Thomas Register. This is a directory of American manufacturers and could allow you to match buyers demands to sellers supply for a nice profit. If the government needs 100,000 rolls of toilet paper or 10,000 bottles of ketchup, you can find manufacturers of that product in the Thomas Directory and contact several of them to see who can get you the product for the lowest price. You could then find a company that will supply you at .50 cents per unit and sell to the government for $1.00 per unit! (Hypothetical example..................You could make more or less!)

Having matched need and demand with supply and quantity, your only challenge now is to secure and purchase the product from the manufacturer. Now you may say that you do not have the money to buy the product up front and the government will not pay you until they have received the goods. Well, have no fear because, if you have an invoice from the world's largest purchaser of goods and services, you could get that invoice factored.

Factoring is explained in detail in your "Secrets to Don's Most Successful Campaigns" book in your Making Money Package. However, in summary, factoring allows you to receive a percentage of the funds that are due to you on an invoice. The key thing is to remember that different factors charge different fees for their services so you might definitely want to shop around before you choose one. Remember too, that if you use a factor for an invoice on goods that are not in your possession, the factorer will probably want to oversee the transfer of those goods from the manufacturer to the purchaser.

The business that we described above is a hypothetical one only because we personally know of no one who is doing it on the Internet. However, in the real world, thousands of companies and people are selling goods and services to the government so why would this not work in cyberspace? The only thing that you are doing is just performing the same tasks of researching information in cyberspace. The difference with doing it on the Internet is that you can actually do all these things from your desktop with your mouse.

You can also save money and time. Ordinarily, when you would look for information on manufacturers, you would have to go to the library and look up addresses and phone numbers. More importantly, you would then have to call all of them, spending money on lengthy long distance phone calls. Even if you decided to write to all of those companies, you spend valuable time licking and sealing envelopes.

If you heeded our words in the earlier sections of this book when we discussed the equipment that you would need to get on-line, you probably have a fax modem. With a fax/modem you can fax directly from your computer. More importantly, you can send many faxes to many different destinations by developing "groups" in your address or phone book of the fax program in your computer. This is known as "broadcast faxing."

To get dozens of quotes within hours, and without having to talk on the phone to dozens of companies, we can now just fax our letter requesting quotes. With the power of your computer, you can send dozens or even hundreds of requests for price quotes and receive responses in a matter of hours. Be sure to see if they have an 800 fax number so that you can save on long distance. Even if you do have to fax long distance, a one-page fax only takes about a minute. Do it late at night to save even more!

What would have taken you days, and even weeks, to do can now be done with the click of your mouse matching buyer and seller together for your own profit!

Also, remember that, if those companies have e-mail addresses, you can even broadcast e-mail your quote requests, saving money on time and long distance. You will find that most companies don't include their e-mail addresses in the Thomas Directory and that will be the reason you will probably be most dependent upon broadcast fax to contact them in quantity.

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ATTENTION!

Don Lapre is looking for incredible products and services to market on the Internet.

Fax your proposals

Attention: WebIdeas

(602) 453-1222

EXAMPLE #2

In our second example, let's say you want to start a business selling a new recipe book that you have written. For simplicity sake, let's say that your book is on great chili recipes.

In this example, we will look at more specific methods to sell things on the Internet and on-line services. The methods we will look at are as follows:

1) Creating a home page

2) Newsgroups

3) Mailing lists

4) Placing on-line ads

5) Press releases

6) Chat rooms

7) On-Line service areas

8) Broadcast e-mail

9) Search Engines

10) Creating newsletters

Let's give our product a name. Let's call it "The World's Greatest Chili Book!" We want a title that tells everything about the book in one simple phrase. In advertising, the headline is what grabs the audience's attention and spurs them on to finding out more about your offer. Again, to find out more about creating catchy headlines, please be sure to re-read your Small Ads Big Profits manual in your Making Money Package.

Since you have already received a free 5 page web site and set-up package call Don's staff at 1-800-Don Lapre option 1 they will help you design it according to your specifications. Your web site is, in essence, your store on the Internet and you will want to treat it as such. Keep the copy simple and to the point. You will most likely want to have interesting things on your web site which could include links to other sites that visitors to your site may find of interest.

One thing to keep in mind when you are having your web site designed is to remember that people are searching for information when they are on-line. Whether it's information on being entertained or how to do something, information flows freely on-line. Before people buy something on-line, they are accustomed to being able to sample that product for free. The Internet and on-line services are built upon the "try before you buy philosophy."

Keeping this in mind when creating our website for "The World's Greatest Chili Book," we must keep in mind that we need to accomplish three things if we are to attract visitors to our site and have an opportunity to sell them something:

1) We must stimulate their curiosity so that they want to visit our site.

2) Once they are there, we must allow them to interact with our information.

3) We must allow them to sample and securely purchase our product.

The best way to accomplish this is to offer a few free recipes in our advertising in order to drive visitors to our site. Once there, we can give them the recipes and pertinent details on how to order our book. We should really dress our homepage up with great graphics and content.

Don's web site developers can give you tons of advice on exactly how to set up your web site. Your goal is to sell a product or service; so abide by the protocols of the Internet and on-line services, but use your own attention-getting buzz words.

Many of you probably are wondering what the difference is between a homepage, a webpage and a website. The answer is very few and none. The homepage is the main menu of a website. It generally lists the major headings and categories that the site contains. A webpage is simply a page of information in the site. A website is the entire collection of webpages. So, in other words, a homepage is the equivalent of a webpage, but a webpage may not be the equivalent of a homepage since the term "homepage" indicates that this webpage is the entrance point to the site.

Your Internet site can have many different areas or be just a page of links to other sites with your offer. You can arrange it with Don's web site developers, or your ISP to have the ability to take orders on-line and you could even put your entire book on-line so that the customers can pay for and download it on-line! No shipping! No handling!

The creation of a web site can serve you well on the Internet and on on-line services. It helps to keep your advertising messages short because you can always refer your audience to your site for specific details. In your Small Ads, Big Profits manual, we stress the importance of keeping your advertising messages short, attention-getting and to the point. The attachment of a voice mail message to an ad, as we explain in the Small Ads, Big Profits manual, makes that ad so much bigger and so much more powerful! Your main concern when creating and placing ads, is to create a response and then allow your offer or presentation to do the selling.

With your website on the Internet, your goal is the same. You want to create advertisements that make people want to visit your homepage. Once they are there, just like a voice mailbox, you will want to create desire and action in your visitors so that they order your product.

When you are ready to activate your free web site Don's programmers will give you what is called a URL or Internet address. You will always want to include it in all your ads so that people can go right to your site and see exactly what you have to offer. It is almost like having a store staffed with employees that is open 24 hours a day!

Also, remember to put your URL and e-mail address on your business cards and stationery. You might be surprised at the number of people who come to your site because they saw your URL on a business card. If you are placing ads in newspapers for whatever you are selling, be sure to include your Internet address and e-mail address in that ad. Television shows, magazine ads and just about all forms of media are now featuring e-mail and Internet addresses.

You can make sound and video a part of your site. However, until it proves to be a winner, you should consider just starting with the basics.

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NewsGroups

UseNet is perhaps one of the largest areas of the Internet. There are over 30,000 different NewsGroups that make up the UseNet portion of the Internet. NewsGroups allow users who have similar interests to post articles on different ideas pertaining to the group's subject. Other users post replies to those articles and, hence, a discussion is formed. This "post and response" process on a particular article subject from the first post and the postings that follow, is known as a "thread".

The act of just looking at things on the Internet without interacting is referred to as "lurking." Until you have something positive and informative to contribute to a NewsGroup discussion, you should lurk. Always trace the origin of the thread so you can watch how the discussion evolved and make concise contributions to it. There is no need to post agreements to something that has already been stated. To do so is considered a waste of space or bandwidth on the Internet.

You can start your own thread and/or search through other threads to find users who may be interested in what you have to sell. You can note their e-mail addresses and invite them to your site. You could also just post articles in relevant NewsGroups offering "Free Recipes from The World's Greatest Chili Book!" With the e-mail addresses you obtain from your postings you could invite individuals to your site who may be interested in your free recipes.

Tailor your articles and messages to the Newsgroup's subject matter. To make your offer more enticing to a Vegetarian Foods NewsGroup, you might want to say "Free Meatless Recipes from The World's Greatest Chili Book!" Just be sure that you do have recipes that are meatless or show how to make any of them without meat. Target marketing and headline structure can be your greatest asset when marketing on the Internet.

The best way to find Newsgroups is to click on the Newsgroups button that is on your browser. The best way to find articles in Newsgroups on subjects is to go through DejaNews which is the Internet's largest indexer of UseNet articles in NewsGroups. Their Internet address is www.incredibleproductsmall.com/superlinks

Mailing Lists

There are over 80,000 mailing lists that you can subscribe to on the Internet that have thousands of members that could be interested in what you have to sell. With our example, "The World's Greatest Chili Book!" we can choose from a variety of different types of mail list discussions on food. We can get e-mail addresses and names of our leads so that we can broadcast e-mail invitations to our site for free recipes and information.

With mailing lists, we should follow the same protocols and methods that we do for advertising in Newsgroups. Be sure to contribute new and unique comments to the discussion that add different directions and elements for that discussion to follow. Protect your on-line reputation by being insightful and informative when you participate in mail list and NewsGroup discussions. It will help you to gain a powerful database that you can market to when you have goods and services for sale!

The best way to find mail list categories is to go to one of the search engines on the Internet like Yahoo or WebCrawler and search "ListServ" or "mail lists." You will find many sites, that contain archives of mail list groups and their moderators' e-mail addresses so that you can join. An address to a site on the Internet that contains a comprehensive listing of publicly accessible mailing lists is: www.incredibleproductsmall.com/superlinks.

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Download *FREE* Internet Access Software
@

www.incredibleproductsmall.com/superlinks

OR

via BBS @ (310)203-3919

Placing On-Line Ads

There are thousands of places on the Internet that allow you to place ads. The best place to find sites that will allow you to place ads are search engines. Basically, you should search "classifieds" to get a good listing of sites that accept ads. Don has a site that you may be interested in that will show you hundreds of places to place ads! The Internet address is: www.incredibleproductsmall.com/superlinks

When placing ads on the Internet, you will want to be sure to direct users to your Internet site (if you have one) so that they can get a adequate presentation of your offer. When composing your ad, you will want to be sure to use the guidelines that are set forth in the Small Ads, Big Profits manual in your Making Money Package. Your ad could entice the user to visit your site and it should offer something for free! A good example of an ad that could be placed on the Internet is:

FREE RECIPES!
from
"The World's Greatest Chili Book!"
www.incredibleproductsmall.com/superlinks

In most cases you will not have the opportunity to display your ad like the example we give above. However, be sure to display the "FREE RECIPES!" prominently so that the user is enticed to visit your site. Let the site do the selling and let the ad create the visit! Some classified areas in sites will allow you to place a link in your ad so that all the user has to do is click on your ad to instantly go to your sight! The following example below shows how the previous ad would look with a link in it:

FREE RECIPES!
from
"The World's Greatest Chili Book!"
www.incredibleproductsmall.com/superlinks

Notice how the Internet address now is underlined. By clicking on the underlined area the user can instantly go to your site. This is a great example of "point and click" protocol and the power of hypertext. The hypertext link in this ad allows the users to instantly go to that site. Everything that you see on the World Wide Web is programmed with HTML or hypertext mark-up language. This allows the basic visual typeset of words, graphics, video and sound that you see as you travel the World Wide Web.

When placing ads on on-line services, you will be amazed at the opportunities you will have to place ads and market what you have to sell to millions of people. America On-Line has one of the most comprehensive on-line classified systems that we have seen! You can place as many ads as you like on this service for just the price of your on-line time. You will find very similar areas on CompuServe.

When placing ads on America On-Line, you will notice that the ads appear in the order of when they are placed. Each sub-category can hold a maximum of about 500 different ads with the newest ads listed on top and the oldest pushed to the bottom until they are out of the system. You will want to post frequently so that you will have the opportunity to be seen.

Be sure to include your Internet address so that users can visit your site. Most on-line services, at least the major ones, provide access to the Internet for their members. Ads placed on on-line systems should be worded the same way that they are on the Internet. However, remember that when you place an ad on an on-line system, your user name will appear next to your ad so that members may contact you about your offer. It is important to monitor all of your e-mail accounts and respond promptly.

COMING SOON!

Don Lapre will show you how to access the World Wide Web through your television!

1-800-959-1775

Press Releases

Among the most valuable advertising tools available to marketers are press releases. There are many areas on the Internet that you may place press releases about the benefits of your goods and/or services. There is perhaps no other form of advertising that goes further than a press release. Many companies have become successful overnight from well written press releases.

The basics to preparing a good press release are simple. The headline says it all and should address who, what, when, where and how. Journalists are busy and are literally inundated with press releases on a daily basis. The more you can do with your headline and title to make your press release stand out, the greater your chance to have something written about your offer.

The best way to find out areas on the Internet to send press releases would be to use a search engine. Search the topic "press releases" and then visit those sites to find information on how to submit your press releases. Also, don't forget to check the Newsletter Library on the Internet. At this site you can actually search through over 11,000 newsletters that you can submit press releases to. The address is www.incredibleproductsmall.com/superlinks

For complete details on writing a good press release, e-mail addresses of major radio stations, TV stations, magazines and newspapers, you can visit Don's superlink's page on the Internet. The address is: www.incredibleproductsmall.com/superlinks

Chat Rooms

Chat rooms can be places to find users that may be interested in your goods and services. You would be surprised at how many on-line relationships develop from Chat Rooms. We have not found many marketers who have really used them effectively, however, it isn't impossible.

The chat rooms are places on-line where people communicate in real time via typing text responses and comments into their computer keyboards. Most chat areas are divided into rooms by category. You can find chat rooms on just about any subject on the Internet or on-line services. You can also create your own chat forum. You can invite celebrities to participate in your on-line chat forums to help increase the turn-out.

If you decide to start your own thread on a NewsGroup or join a mailing list it would definitely help you to find users who may be interested in joining your forum. A list of publicly accessible mailing lists is available on the Internet by subject at this address - www.incredibleproductsmall.com/superlinks

To help boost attendance to your chat forums you might consider mentioning in your ads their date, time, and location. To find chat areas, search for "chat" or "IRC (Internet Related Chat) on any of the search engines to find sites that offer chat for users. You can also visit the mirc homepages on the web by pointing your browser to www.incredibleproductsmall.com/superlinks.

Also consider downloading ICQ, this program is excellent for chatting with other users. (http://www.icq.com)

On-Line Service Areas

There are many areas on on-line services that can help to make your business successful and provide you with the opportunity to present what you have to offer. From classifieds to creating your own forums and interest groups, on-line services provide numerous areas in which you may be able to market your goods and services.

We have mentioned a few in this book–from the classified ad sections on CompuServe and America On-Line to the special interest groups that you can start on America On-Line and Prodigy. The best way to take advantage of what the on-line services have to offer is to try them out. Most give you the first ten hours free.

Learn how to manage your on-line time. Remember to compose e-mail messages off-line to save on-line charges. Also remember no matter how tempting it may be to go to the Internet through your on-line service, use your ISP account. In the case of our book, "The World's Greatest Chili Book!" we could even consider going into partnership with the on-line service. You could propose a relationship where they offer the book to all their members via e-mail and you both split the profits. To my knowledge, this has not been done in this almost brand new advertising medium!
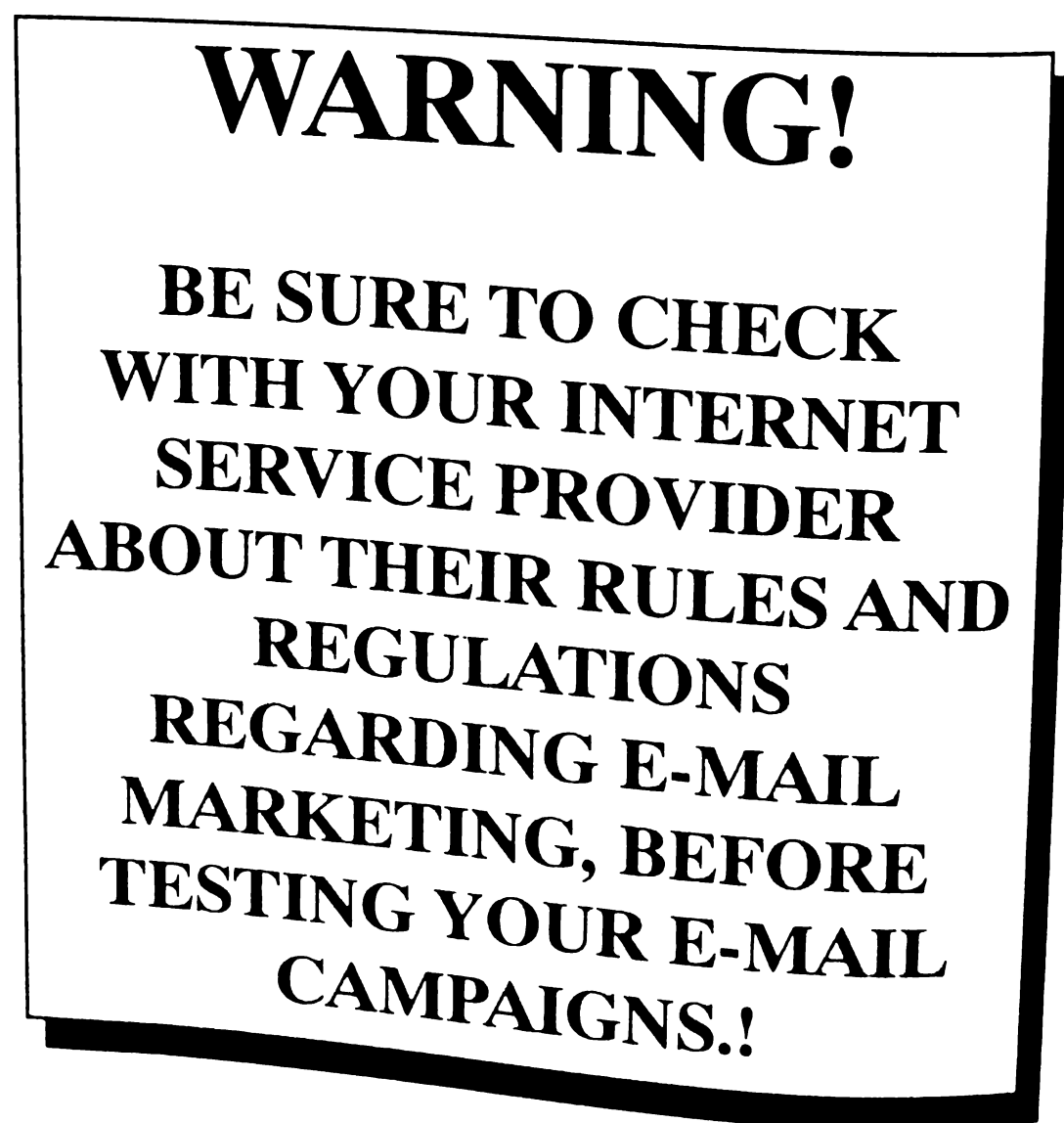
Broadcast E-mail

There is strong support by many on-line users to keep the Internet as free of advertising messages as possible, especially through e-mail.

We discussed flames earlier and how they can be minimized by incorporating netiquette into your offers. Broadcast e-mail is a very powerful way to communicate with thousands and even millions of people; but you must be careful how you approach users with your offers.

The site that we discussed earlier - Neosoft URL - contains publicly accessible mailing lists that will help you gather subject specific e-mail addresses of users that may be interested in your offers. They also give valuable information on netiquette and other e-mail protocols that you should follow. Before e-mailing offers to internet users, always be sure to request their permission first.

WARNING!

BE SURE TO CHECK WITH YOUR INTERNET SERVICE PROVIDER ABOUT THEIR RULES AND REGULATIONS REGARDING E-MAIL MARKETING, BEFORE TESTING YOUR E-MAIL CAMPAIGNS.!

Search Engines

Again search engines allow you to search through all the various pages of information and text on the Internet. Earlier, we discussed how you can actually get your Internet site listed on the top Internet search engines. How you are listed on Internet search engines is probably one of the most important determining factors as to whether or not people will find you on the Internet. Your search engine listing is the equivalent of a Yellow Pages listing for your business.

Remember, things are found on the Internet by words and phrases. Search engines search the text of submissions for the words and phrases of what you enter in your search. The strategy, when submitting your listing to a search engine is to give a good description with a good headline of what your site has to offer so that it can be listed.

An example would be:

The World's Greatest Chili Book! - Incredible food site showing spicy southwestern, eastern and Mexican chili foodstuffs. Many great free recipes for all tastes – even vegetarians and vegans! Site also offers links to Food World, The Chef's Hungry Den, The Big Tin Pot and Betty's Ugly Dumplings..........
www.incredibleproductsmall.com/supelinks

This listing has all the key elements to entice a user to visit your site including a great headline and description. The most important thing are the words used in the headline. These are words a user might search that could bring up your site. The more popular and common the words are, the more likely your site is to come up in user's searches. Notice the same listing below and the more than ten popular common words that could be used in thousands of search possibilities. This could increase your chances of getting your site visited by any of the millions of people on the World Wide Web!

The World's Greatest Chili Book! - Incredible *food* site showing *spicy southwestern, eastern* and *Mexican chili* foodstuffs. Many great *free* recipes for all tastes, even vegetarians and vegans! Site also offers links to *Food World, The Chef's Hungry Den, The Big Tin Pot* and *Betty's Ugly Dumplings..........*
www.incredibleproductsmall.com/superlinks

Another key aspect of the listing above that you should notice, is the listing of the links that are in the site. Although they are imaginary ones that we made up, imagine if they were popular ones like The White House or other popular sites that enjoy tens of thousands of visitors per day. Every time someone goes to search for these sites your listing may come up allowing you to possibly have them visit your site before they go on to The White House or another popular site. This is referred to as "hit sharing."

The Internet allows marketers to piggyback on the efforts of others and both parties can benefit. Hot Wired doesn't mind one second if you have a link on your site to theirs because it increases their hits which allows them to charge more for their advertising. It also increases their opportunity to present their offers to visitors. The people searching for Hot Wired don't mind stopping by your site because they can kill two birds with one stone. Instead of going directly to what they were searching originally, they can stop by your site and interact with your information. When they are done, they can then click on your link to the popular site and, presto, they're there.

The art of marketing your site through search engines can be a profitable one once you master it. One site that you should check out, that can show you how to submit your site to over 200 search engines and searchable databases on the Internet, is Search. Their address is
www.incredibleproductsmall.com/superlinks

Creating Newsletters

One of the things that you could consider starting to help market what you have to sell, is an on-line newsletter. We discussed earlier how and where to market them on both on-line services and the Internet. It would be wise to make a newsletter available to those who visit your site. You could have them pay for it, but your subscription to it could be much higher if you gave it away for free. Your goal with the creation of your newsletter should be to get a hefty circulation and readership since it contains descriptions of your offers. If your newsletter really proves to be popular, you could start selling advertising space in it - especially if you have a good sized circulation and readership.

This is an area where good broadcast e-mail skills come in handy. You would probably do yourself a favor if you re-read the section in this book on broadcast e-mail. Your newsletter list will be especially valuable as you come across new subscribers. Keep your newsletter informative and insightful so that users can see the value of receiving your information. Remember, if you can keep them subscribed to your information, you will be able to keep presenting your offers!

What Should I Sell On-Line?

Any product or service can be sold on-line. However, you should stick to things with which you are familiar or that are turn-key so that you can spend your time marketing and not worrying much about developing the product. Our company has several turn-key programs that you could market on the Internet. One turn-key business that you could do on the Internet or any of the on-line services is your own 1-900 program. You could you actually get your own 1-900 business through our company. Read your Secrets to Don's Most Successful Campaigns manual in your Making Money Package for complete details. You may also call 1-800-800-2451 to speak to one of our account executives.

Any type of information product can be easily sold on the Internet. Anything that you can sell in the newspaper, on radio, on TV or in magazines can be sold on the Internet. The key is figuring out the right combination of methods to do so. This book, plus the Small Ads, Big Profits manual in your Making Money Package, provide a wealth of information as to different things that you could possibly sell on-line.

You may also find things on-line as you lurk through information that you may have never considered selling. Newsgroups, mail lists, search engines and other sites all can provide you with a wealth of knowledge on different products and services that you could sell on-line.

Where Should I Sell On-Line?

When starting with something as large and dynamic as the Internet and commercial on-line services, one should explore and research which areas get the most traffic. By now, and from the information that has been presented in this book, you should have a good idea as to which things you would like to do on-line.

The challenge is in finding something to sell that is easy to manage and in which you are interested. Once you do, get connected and go for it! Explore newsgroups, other sites, get your own site, start newsletters, try on-line services, place ads and explore. Once you have something to sell, use the same methods for selling that are explained in the Secrets to Don's Most Successful Campaigns, Small Ads, Big Profits, Diversify for Success manuals in your Making Money Package. Just find the areas that you like the best and then concentrate on placing well-worded attention getting ads there.

Remember, the Internet is a way to communicate. Your challenge is to find those areas that you like the best and then exploring the best ways to advertise in them.

Developing an Effective On-Line Marketing Strategy

Many people wonder what is the best on-line marketing strategy or best way to make money in cyberspace. The answer is: "there is no one way in cyberspace that is better than any other way to make money." It just depends on what your objective is and what you want to accomplish. One person may just concentrate on e-mail another on marketing just trying to get visitors to their site. Others may concentrate on newsgroups, some may just place ads. There are literally hundreds if not thousands of different areas and ways to market whatever you have to sell!

Start exploring and experimenting with all the different areas covered in this book until you find the ones and/or combinations of them that you like best. Research is the key because the Internet is constantly changing. New technology and increases in the Internet's bandwidth will soon allow users to do things only dreamed about today!

Once you find those things that work on a smaller scale, increase them to a larger scale. Provide yourself with a mixture of different avenues and strategies to present what you have to sell to an audience of over 100 million people worldwide!

TRACKING ON-LINE MARKETING STRATEGIES

ATTENTION!

Don Lapre is looking for incredible products and services to market on the Internet.

Fax your proposals
Attention: WebIdeas
(602) 453-1222

43

Tracking On-Line Marketing Campaigns

The most important thing, as with any advertising campaign that you may run, is to track the results of your testing. In your Small Ads, Big Profits manual we show you ways to track the results of your advertising. Apply these same rules and principles to the Internet and on-line services.

Be sure to review pertinent areas in your Small Ads, Big Profits manual and use those that allow you to know where your on-line responses and orders may be coming from. You should take note of where you place NewsGroup articles and which mailing lists you subscribed to. Be sure to place department numbers in your on-line ads so you can know which ads are working. You may also consider creating different e-mail accounts so that you can know exactly where your responses are coming from. Just ask your ISP what the procedure is for their company.

Also consider putting a code or department number in your ads so that, when users respond you'll know which one brought them to your site.

Precise tracking can definitely contribute to the overall success of your advertising campaigns. Be sure to stick to it!

Notes

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